

2017 Q2 Report

Contract Amount: 3,678,667

LART

Collections & Change Over

2016 YTD Actual	2017 YTD Actual	2017 Estimate
\$1,793,398	\$2,155,967	\$5,518,000
+12.9%	+20.2%	+2.9%



RevPAR

% Year over Year

Colorado Springs
+15.1%

Front Range
+2.5%

2017 Q2 Report

Group Travel Servicing & Bookings	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Group Servicing Activities	5,692	6,753	10,000
Room Nights	109,578	131,358	294,582
Room Night Economic Impact	\$53,895,642	\$69,894,907	\$137,654,037

Group Sales Lead Generation	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Trade Shows	23	26	43
# Group Leads New Accounts	259	321	~
# Group Leads Existing Accounts	107	95	~
Total Group Leads	366	416	760
Cost Per Lead	\$2,160	\$2,020	\$2,085

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Marketing Activities	2016 YTD Actual	2017 YTD Actual	2017 Goal	Visitor Guides	2016 YTD Actual	2017 YTD Actual	2017 Goal
\$ Spent on Advertising	\$882,265	\$846,424	\$1,371,161	# Ordered	45,902	40,343	72,000
# Website Visits	1,269,594	1,067,953	2,900,000	# Distributed	52,913	47,979	79,500
Paid Social Media*	~*	21,679	82,500	# Viewed Online	29,361	23,256	52,000

Revenue	2016 YTD Actual	2017 YTD Actual	2017 Goal
Partner Revenue	\$189,791	\$180,784	\$478,080

* Metrics changed in 2017